

10 Key Trends in B2B Marketing By Region

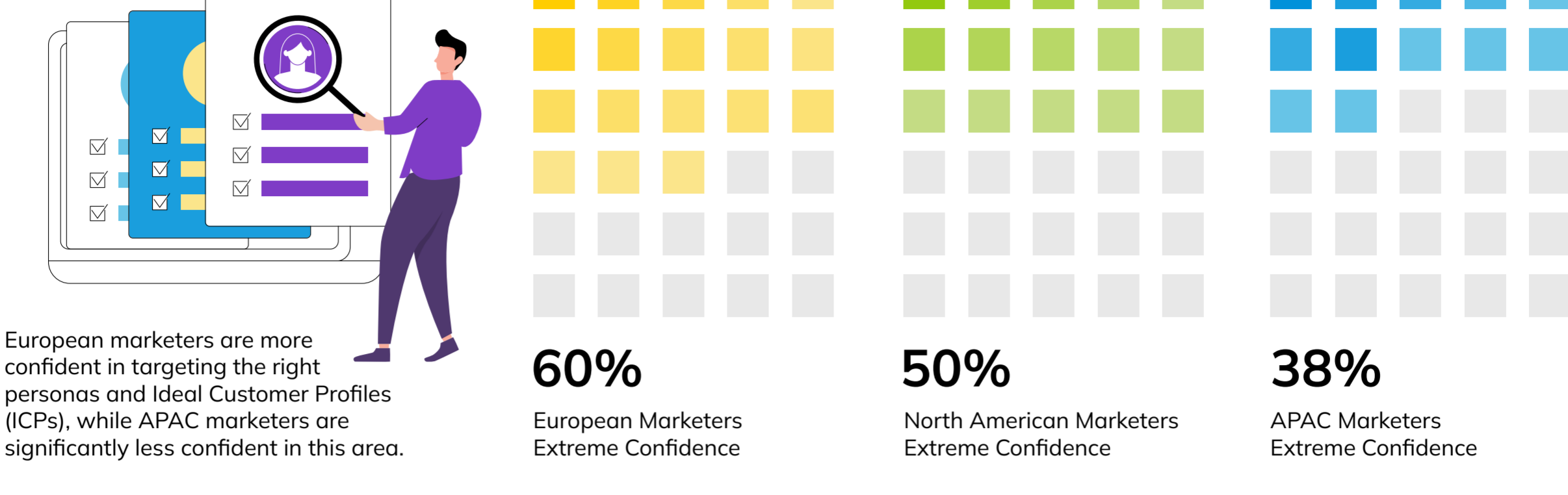
Exploring regional findings from the 2024 B2B Marketing Outlook Report



Insights from around the world

In our recent study, we surveyed 429 marketing leaders across North America, Europe, and APAC to learn how marketers are feeling about their data strategy, reaching evolving audiences, and fostering authenticity and engagement while using AI. Here are 10 of the geographic trends and key findings when comparing the regions.

01 European marketers are highly confident in targeting.



European marketers are more confident in targeting the right personas and Ideal Customer Profiles (ICPs), while APAC marketers are significantly less confident in this area.

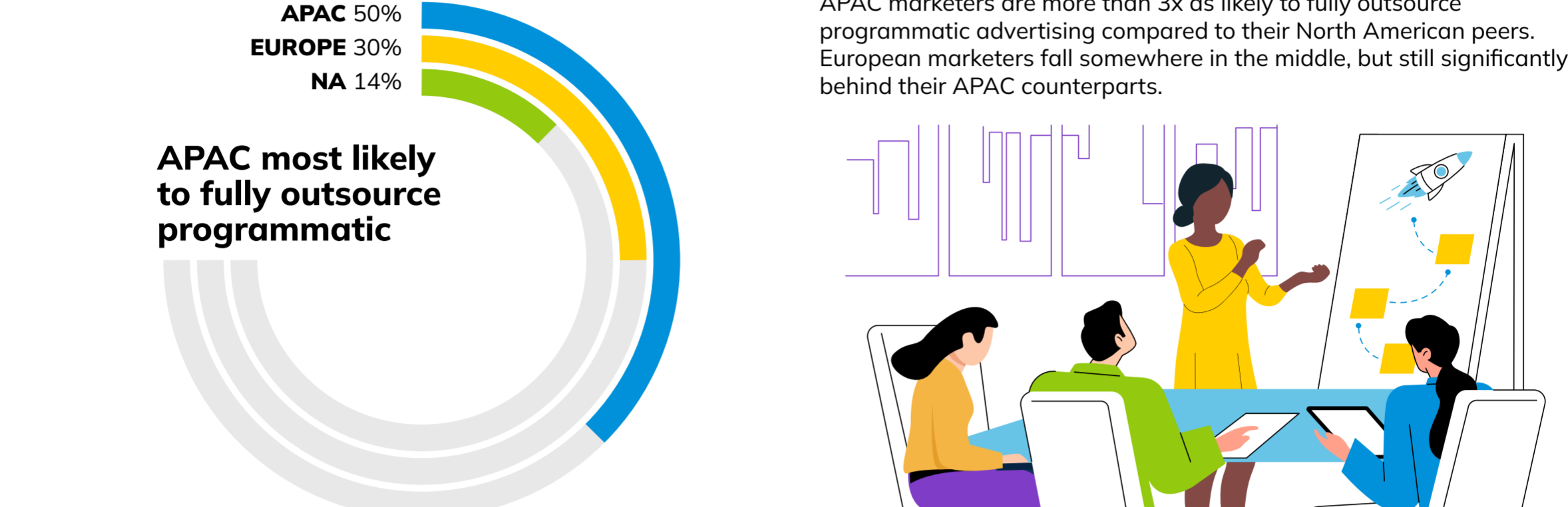
60% European Marketers Extreme Confidence

50% North American Marketers Extreme Confidence

38% APAC Marketers Extreme Confidence

The 2024 B2B Marketing: The Data Confidence Divide. Anteriad & Ascend2 | ©2024 Anteriad, LLC

02 Programmatic advertising outsourcing in APAC.

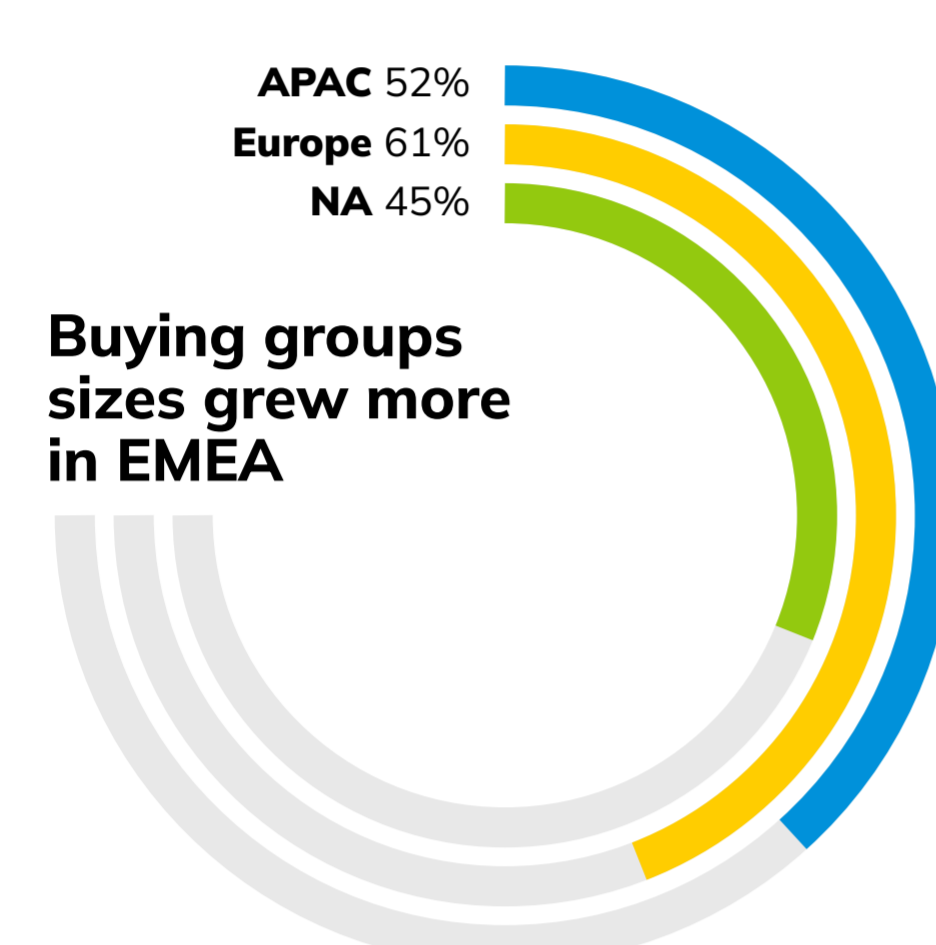


APAC marketers are more than 3x as likely to fully outsource programmatic advertising compared to their North American peers. European marketers fall somewhere in the middle, but still significantly behind their APAC counterparts.

The 2024 B2B Marketing: The Data Confidence Divide. Anteriad & Ascend2 | ©2024 Anteriad, LLC

03 Growing buying group sizes in Europe.

Buying group sizes are growing across the board, but European marketers are experiencing these changes more significantly. European marketers reported an increase in buying group sizes 36% more often than North American marketers and 17% more often than APAC marketers.

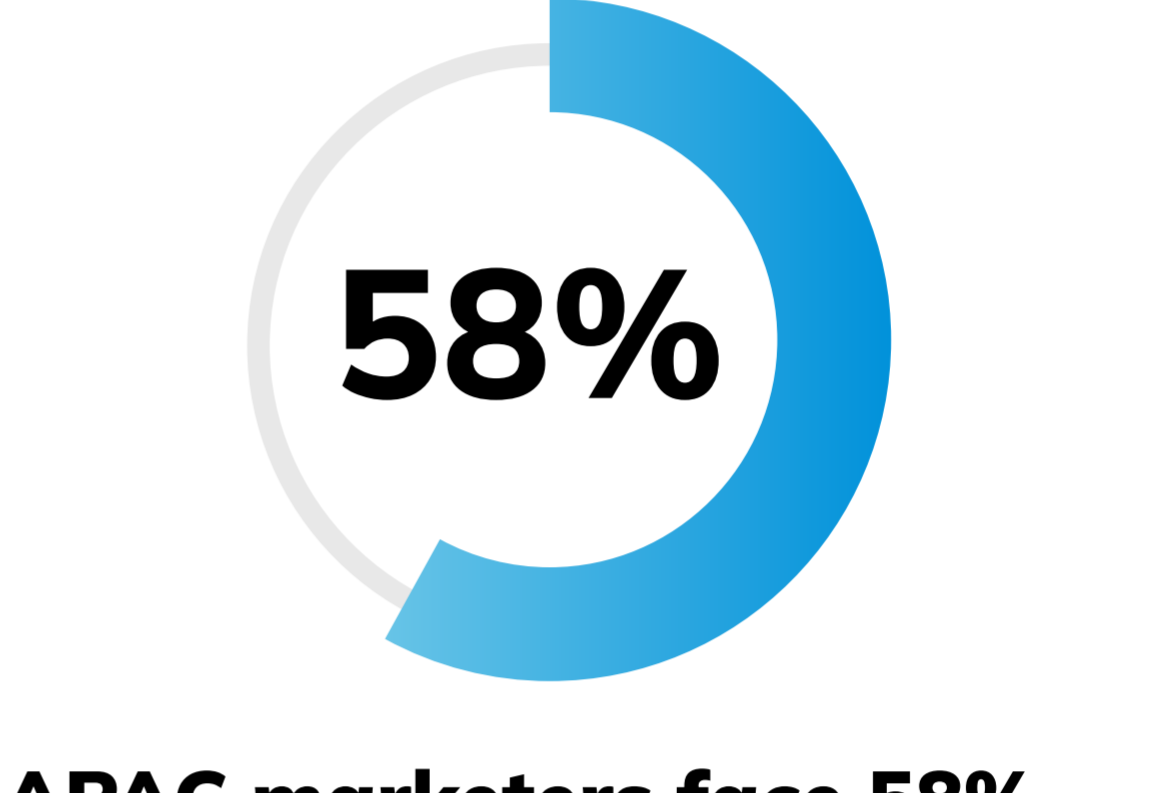


Buying groups sizes grew more in EMEA

The 2024 B2B Marketing: The Data Confidence Divide. Anteriad & Ascend2 | ©2024 Anteriad, LLC

04 APAC is less challenged with data integration.

When comparing the challenges marketers face in creating continuity in the buying journey, APAC marketers were 58% less likely to report data integration as a top challenge than North American marketers and 39% less likely than European marketers.



APAC marketers face 58% fewer integration challenges vs. North America

The 2024 B2B Marketing: The Data Confidence Divide. Anteriad & Ascend2 | ©2024 Anteriad, LLC

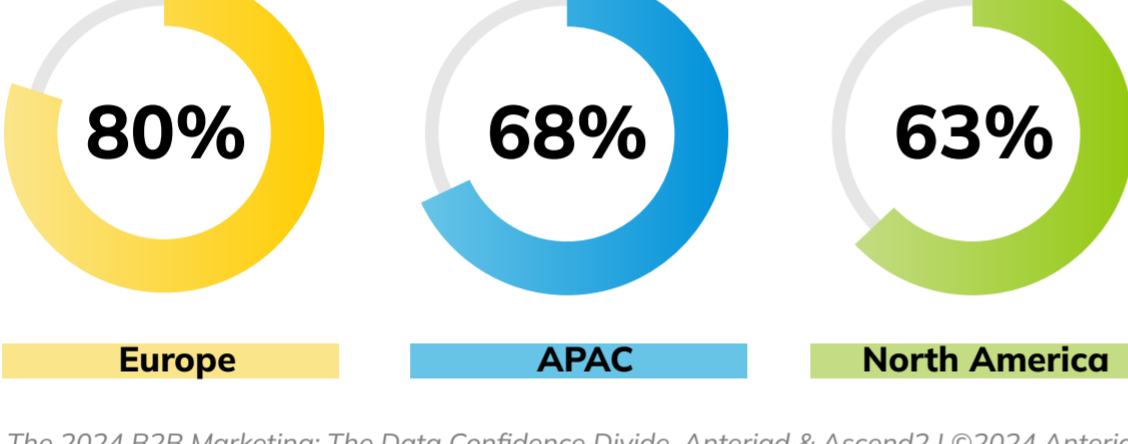
[GO TO THE TOP](#)

05 Global increase in social media usage and online research.

Increases in customers using social media are reported across the board, especially in Europe, which leads with an 82% increase in the use of social media for research and decision-making. This indicates a robust shift towards leveraging digital platforms for buyer engagement.

A consistent increase in online research is seen across all regions, again with more European marketers noting increases than the rest of their peers.

80% of European marketers say online research is increasing compared to 68% of APAC marketers and 63% of North American marketers.

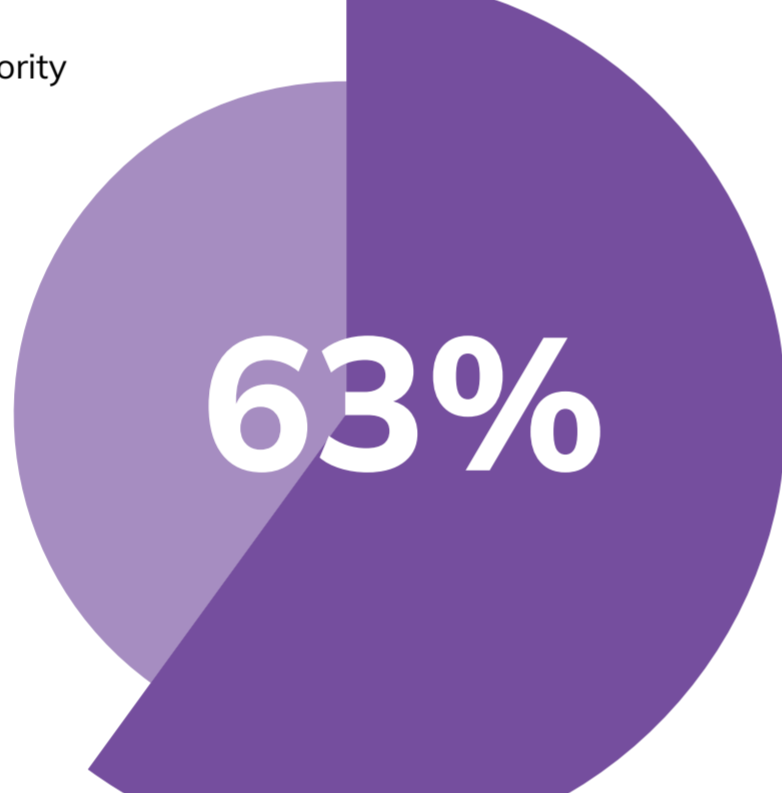


The 2024 B2B Marketing: The Data Confidence Divide. Anteriad & Ascend2 | ©2024 Anteriad, LLC

[GO TO THE TOP](#)

06 Universal emphasis on data quality.

Improving data quality is a priority for marketers worldwide, with over 60% of the respondents in each region highlighting its importance.

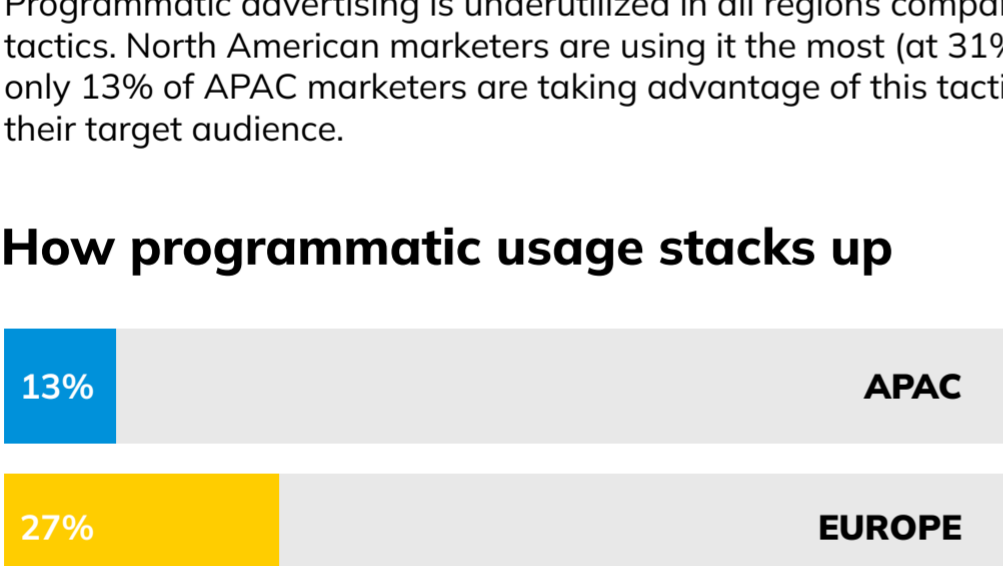


Majority globally are prioritizing improving data quality

The 2024 B2B Marketing: The Data Confidence Divide. Anteriad & Ascend2 | ©2024 Anteriad, LLC

07 Low use of programmatic advertising in APAC.

Programmatic advertising is underutilized in all regions compared to other tactics. North American marketers are using it the most (at 31%) while only 13% of APAC marketers are taking advantage of this tactic to reach their target audience.

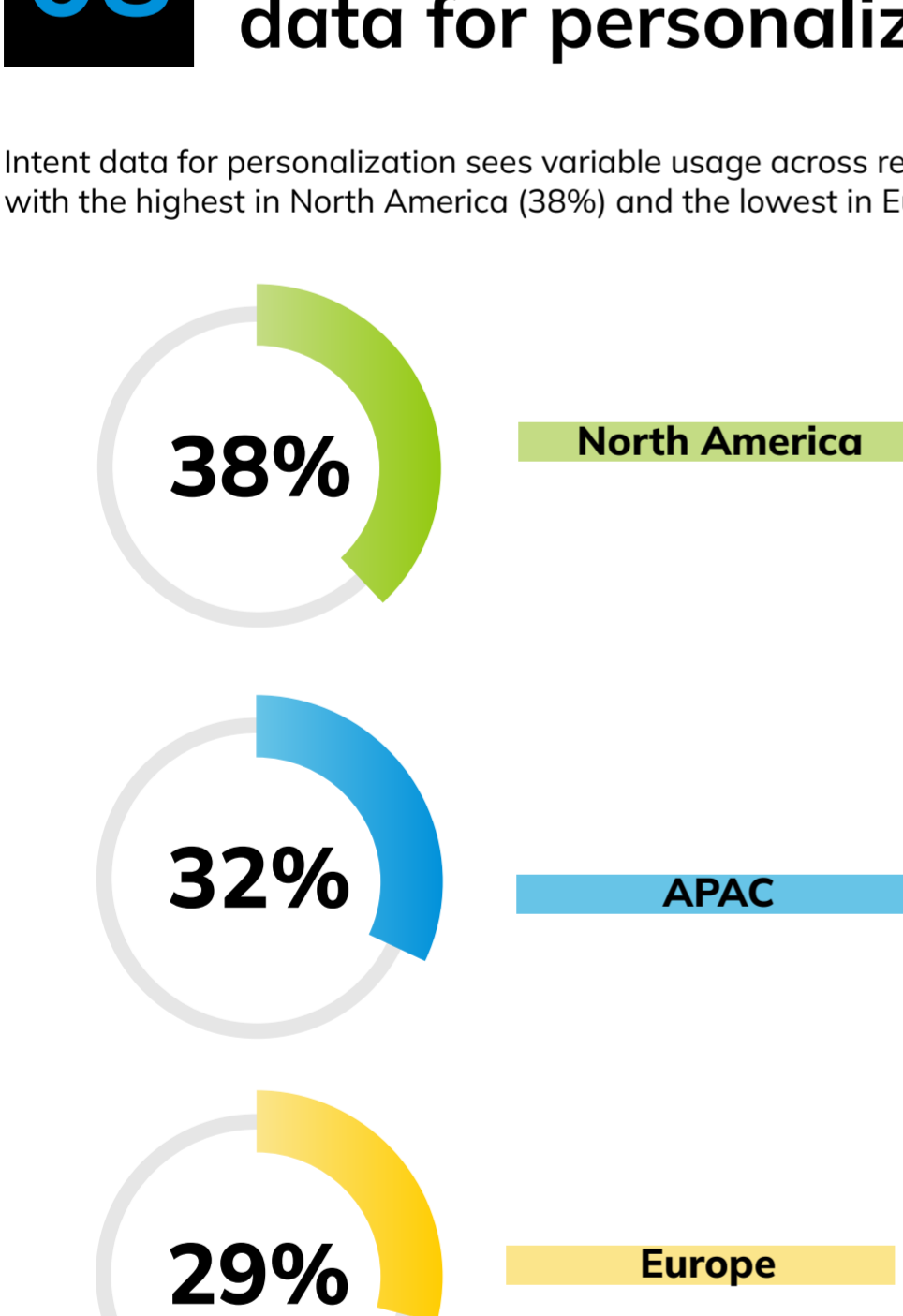


The 2024 B2B Marketing: The Data Confidence Divide. Anteriad & Ascend2 | ©2024 Anteriad, LLC

[GO TO THE TOP](#)

08 Variable usage of intent data for personalization.

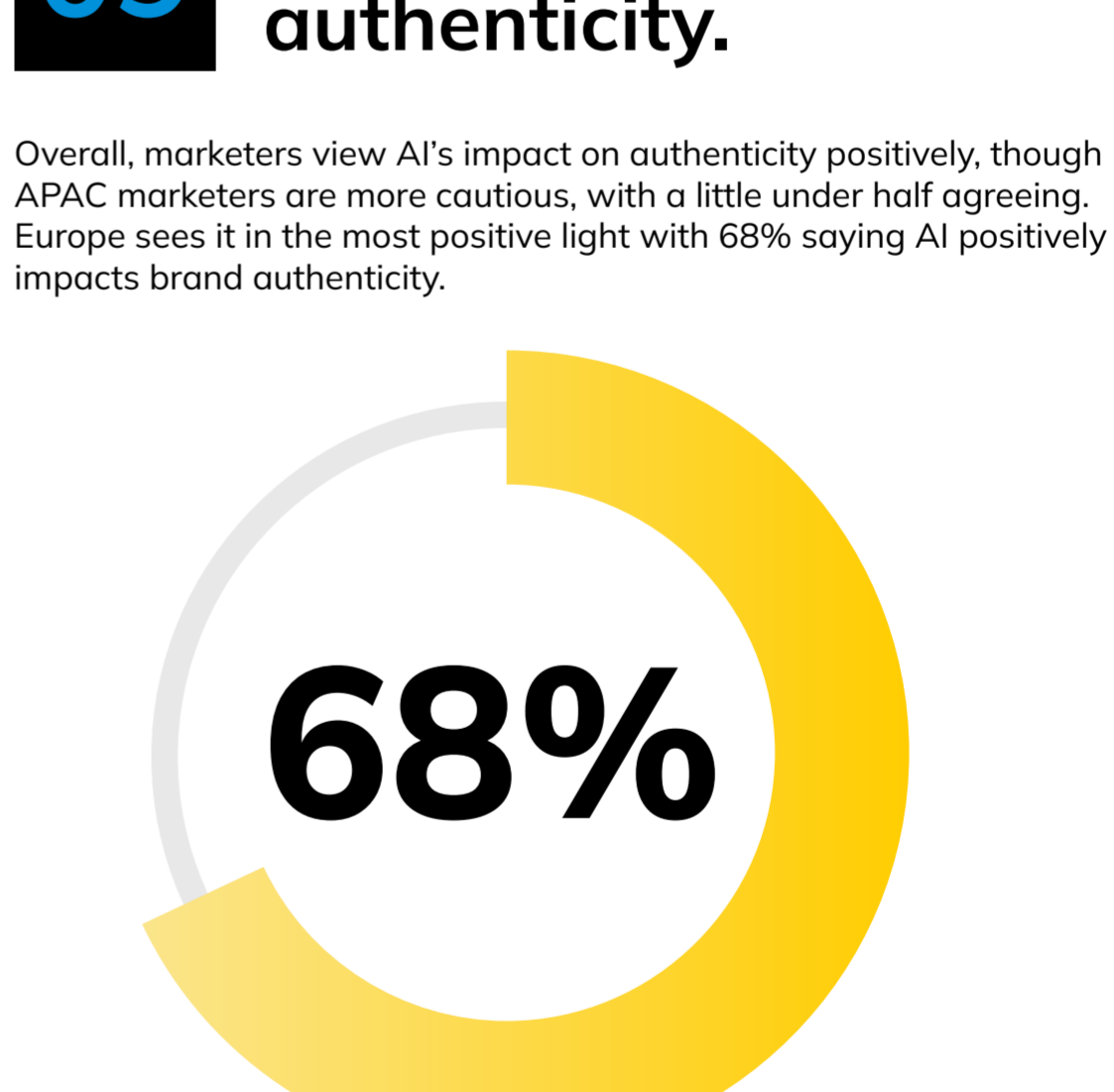
Intent data for personalization sees variable usage across regions, with the highest in North America (38%) and the lowest in Europe (29%).



The 2024 B2B Marketing: The Data Confidence Divide. Anteriad & Ascend2 | ©2024 Anteriad, LLC

09 AI's impact on brand authenticity.

Overall, marketers view AI's impact on authenticity positively, though APAC marketers are more cautious, with a little under half agreeing. Europe sees it in the most positive light with 68% saying AI positively impacts brand authenticity.



68% of European marketers say AI positively impacts brand authenticity

The 2024 B2B Marketing: The Data Confidence Divide. Anteriad & Ascend2 | ©2024 Anteriad, LLC

[GO TO THE TOP](#)

10 Challenges in determining the right channel mix and sourcing data.

Determining the right channel mix and sourcing the right data are consistent challenges across all geographies. European marketers are 9% more likely to show a higher concern for sourcing the right data than North American marketers and 45% more than APAC marketers, likely due to strict data regulations like GDPR.

Similarly, European marketers also lead in challenges with determining the right channel mix, with 55% citing it as a top concern, compared to 44% in North America and 52% in APAC. This highlights the complexity of navigating diverse channels in a highly regulated market.

Who is most concerned with sourcing data?



The 2024 B2B Marketing: The Data Confidence Divide. Anteriad & Ascend2 | ©2024 Anteriad, LLC

Key Takeaways

Buying behavior is changing and marketers around the world are taking notice. Marketers, especially those in Europe, who are seeing the largest shifts toward social media usage and online research, should take cues from their buyers' behaviors and growing buying groups and focus on digital channels.

Programmatic advertising is largely underused and could be added into a multichannel strategy to improve results. We found that 60% of programmatic users are extremely confident in their targeting abilities. APAC marketers looking to increase confidence in targeting the right ICP should explore this channel.

Across all geographies, intent data could be increased to improve personalization and targeting. APAC is far less likely to report that they find intent data valuable. Both North American and European marketers are about 48% more likely to say intent data is one of the most valuable data points in their strategy. This could mean APAC marketers aren't using intent data to the fullest and be one of the reasons they report less confidence in targeting.

Marketers are ready to (and likely already) embrace AI. Most marketers felt AI positively impacts brand authenticity. So, it's time to use AI strategically and keep in mind that a human touch is still needed.

Get the full picture of our global research findings

Check out the 2024 B2B Marketing Outlook: The Data Confidence Divide to learn how 429 marketing leaders across North America, Europe, and APAC are feeling about their data strategy, reaching evolving audiences, and fostering authenticity and engagement while using AI.

